

“The Government Closest  
To The People Serves  
The People Best”

—President Thomas Jefferson



State of the City 2018 – 19  
Mayor Steven K. Gaer

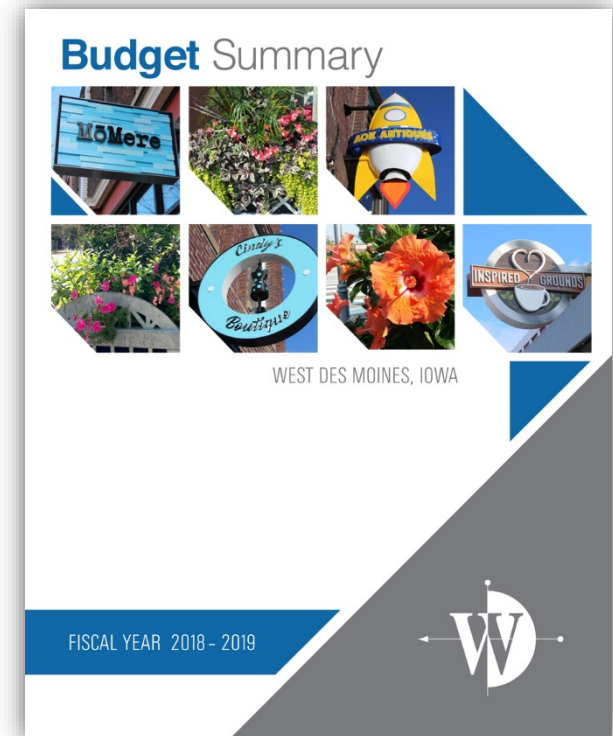
# Quick Facts about West Des Moines



- 65,608 (latest Census estimate)
- 8<sup>th</sup> largest City
- Located in 4 counties
  - Polk, Dallas, Warren and Madison
- 53.2 square miles
- 61 miles of trails (58 of those miles are paved)
- 1,303 acres of parkland
- 55% have a bachelor's or higher (U.S.A. 30%)

# Finances

- One of approximately 100 cities in the U.S. with the highest AAA bond rating from S&P & Moody's
- Government Finance Officers Association's *Distinguished Budget Presentation Award* (20th year)
- *Certificate of Excellence* in Financial Reporting (CAFR for the 25th year)
- Highest per capita property valuations
- Fourth highest taxable retail sales (\$1.8 billion)  
Jordan Creek Town Center – 24 million customers
  - State Commercial Backfill (\$3.2 million)



# March 5 Special Election: LOSST for Polk County

---

- 50% of revenue applied to city property tax reduction
- 50% of revenue applied to public safety expenditures, additional public infrastructure improvements for transportation and traffic flow as well as flood control projects, quality of life projects such as the 5 Waters Project and a major update for the Public Library.

Tax rate after successful Dallas County LOSST vote: **\$11.79**/\$1,000 (21¢)

Tax rate after successful Polk County LOSST vote: **\$10.99**/\$1,000 (80¢)

Revenue estimate: Dallas County: \$2 million

Polk County: \$7 million

## Central Iowa Tax Rates After LOSST Vote

City	Tax Rate
Altoona	\$9.94
Clive	\$10.14
Ankeny	\$10.35
Urbandale	\$10.52
West Des Moines	\$10.99
Pleasant Hill	\$11.50
Johnston	\$11.64
Indianola	\$13.27
Waukee	\$13.40
Des Moines	\$16.64

# Parks and Recreation: Five Waters

**Raccoon River Greenway**

**Blue Heron Lake Raccoon River Park**

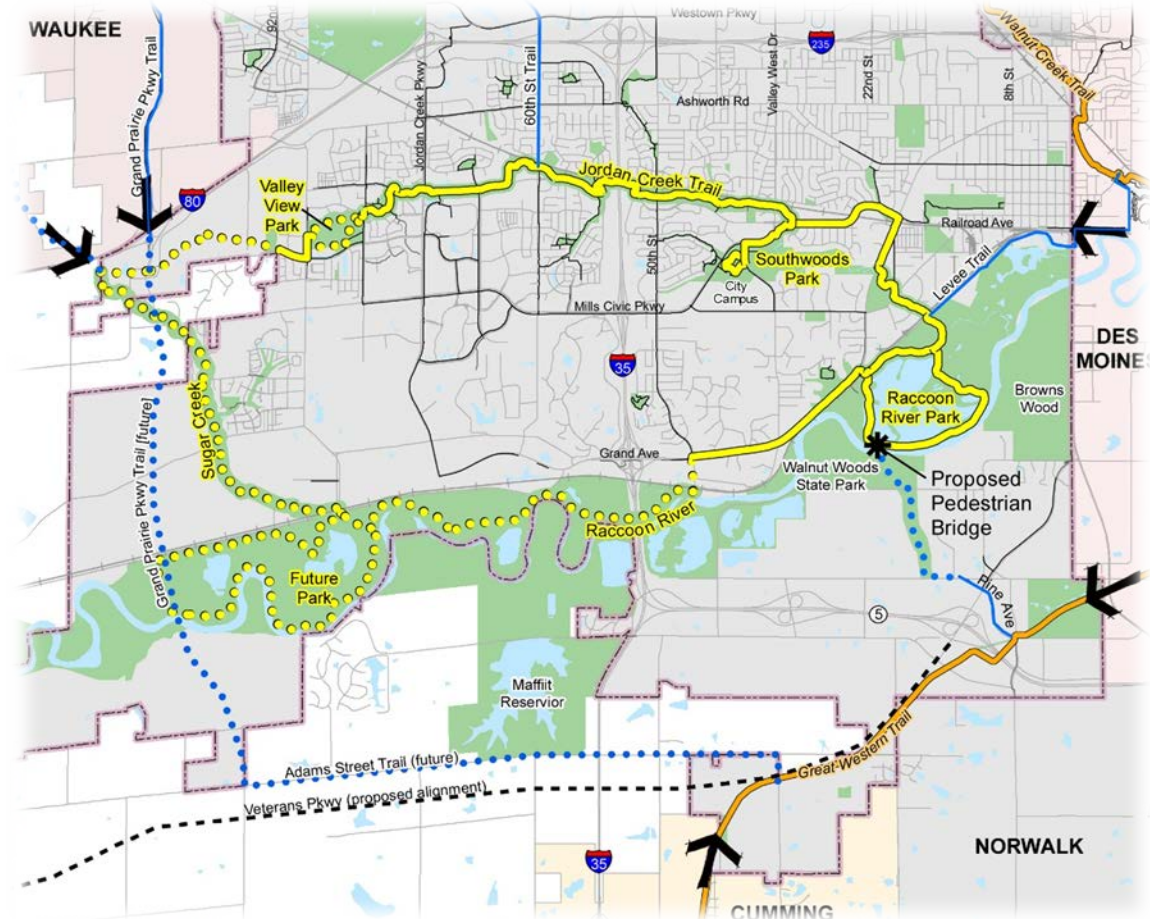
**City Campus Pond**

**Jordan Creek Greenway**

**Sugar Creek Greenway**

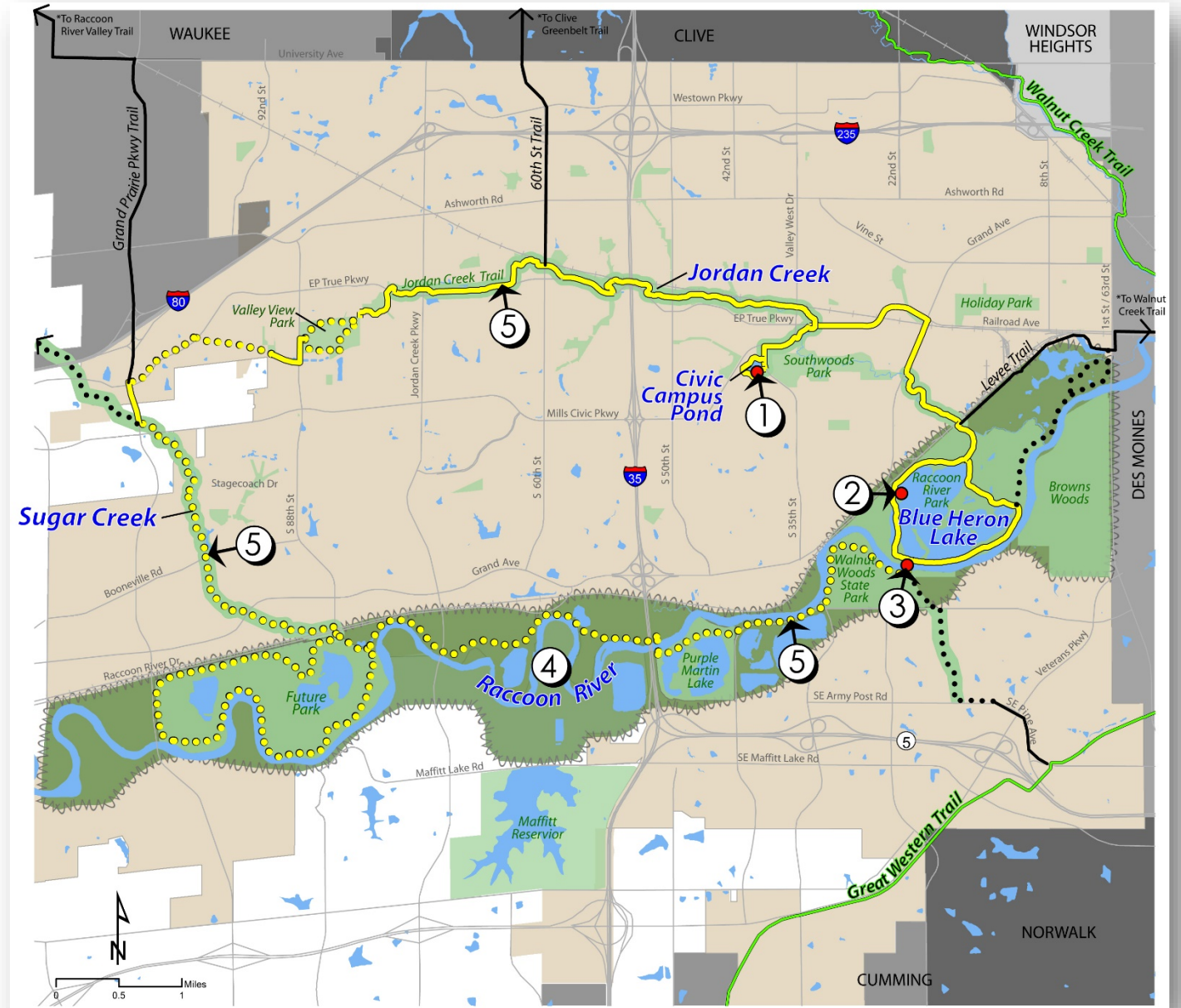
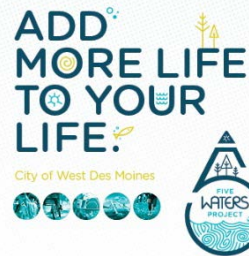
## LEGEND

- 27-Mile Trail Loop (Existing | Proposed)
- Regional Trail Connection (Existing | Proposed)
- Regional Trails
- Local Trails
- Green Space (Comprehensive Plan)
- City Limits



# Five Waters Project

1. Civic Campus Amphitheater (2019)
2. Raccoon River Park Boat House (2019)
3. Marathon Loop Trail
4. Raccoon River Pedestrian Bridges and Great Western Trail Connection
5. Raccoon River Greenway Development

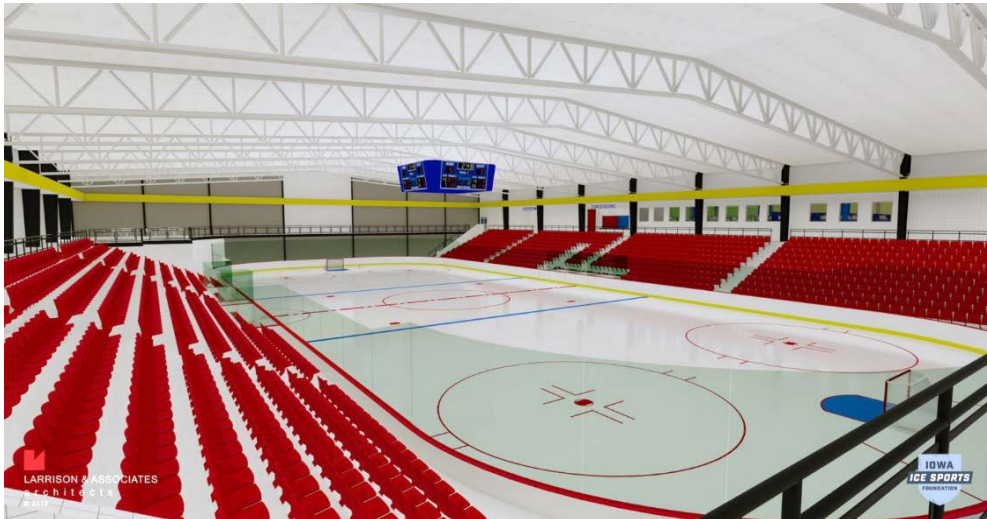


# MidAmerican Energy Company RecPlex

## **\$30 million facility (public/private partnership)**

- \$10 million individual and corporate donations
- \$15 million Hotel Motel tax funds
- \$3.5 million in utility funds
- \$1.5 million in potential grant funding
- Approx. 60 acres purchased

Two ice hockey rinks, three indoor soccer fields, three indoor basketball courts, availability for six volleyball courts, five outdoor soccer fields, locker rooms and amenities, 3,000 square feet of meeting space, 20,000 square feet of exhibit space and 3,000 seat main arena with stage.



# MidAmerican Energy Company RecPlex

After Phase 1, there will be space to add 2 more sheets of ice and one more fieldhouse.



# Citizen Survey 2018



- Residents have a **very positive** perception of the City
  - ✓ 94% satisfied with quality of life
  - ✓ 90% are satisfied with overall quality of services
- Satisfaction with City Services is much higher in WDM than other communities
  - ✓ WDM rated above the U.S. average in 50 of 51 areas

Areas of most concern	➤ flow of traffic/congestion management
or important for City	➤ local police protection
leaders to emphasize	➤ maintenance of streets, parks & trails

## Daytime Population:

34,375 Visitors and  
Non-Resident  
Shoppers

51,305 Non-Resident  
Employees

37,331 Residents  
Staying in WDM

5,018 Non-Resident  
Students

## Working in WDM

*Creating an employment center ...*

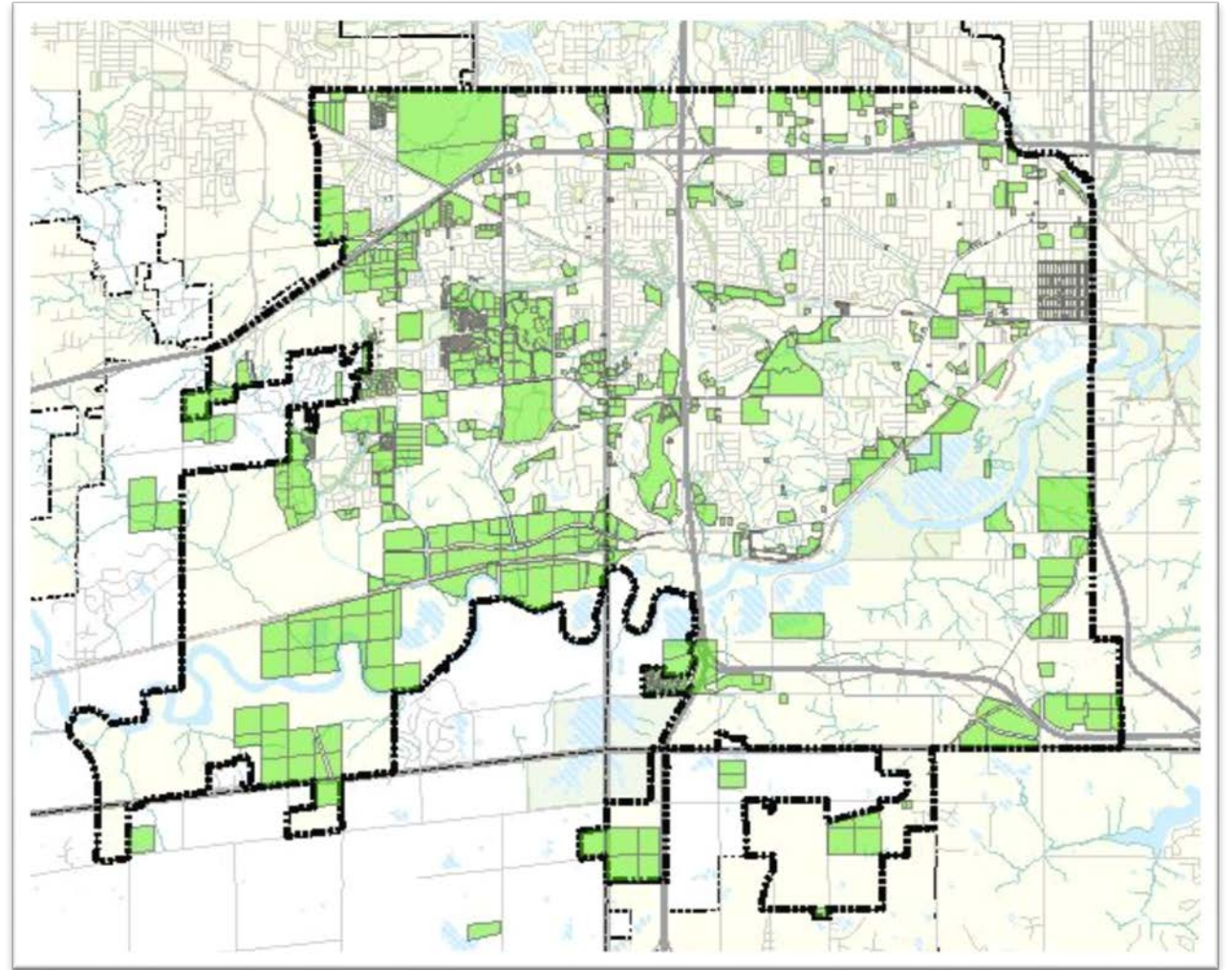
- 62,295 jobs (record high)
- Median income: \$70,906
- Daytime population over 128,029
- 3,018 businesses located in WDM

# Building Permits

---

YEAR	VALUATION	VALUATION RANK	BUILDING PERMITS
2008	490,234,000	#3	1241
2009	82,767,000		1060
2010	168,206,809		1140
2011	142,361,134		1025
2012	310,595,751		1092
2013	421,746,147	#6	1242
2014	445,433,824	#4	956
2015	444,323,688	#5	983
2016	1,067,535,149	#1	938
2017	318,067,828	#8	1072
2018	532,808,081	#2	1153
TOTAL:	<b>\$4,424,079,411</b>		

Development  
inquiries or physical  
site development  
over the past 2 years



[www.wdm.iowa.gov/residents/maps-gis/interactive-gis](http://www.wdm.iowa.gov/residents/maps-gis/interactive-gis)

# Microsoft Data Centers

## Mountain

Total Square Footage: 415,000  
Total Property Taxes to be paid annually:  
\$1.6 million  
Public Infrastructure built \$10 million

## Alluvion

Total Square Footage: 1,166,000  
Total Property Taxes to be paid annually:  
\$8.1 million  
Public Infrastructure built \$45 million

## Osmium

Total Square Footage: 1,700,000  
Total Property Taxes to be paid annually:  
\$11.3 million  
Public Infrastructure to be built \$51 million

2019-20 FY total overall  
property taxes (all funds)  
for the entire city:  
\$62 million

Total Microsoft Property  
Taxes for FY 2024/25:  
\$21 million

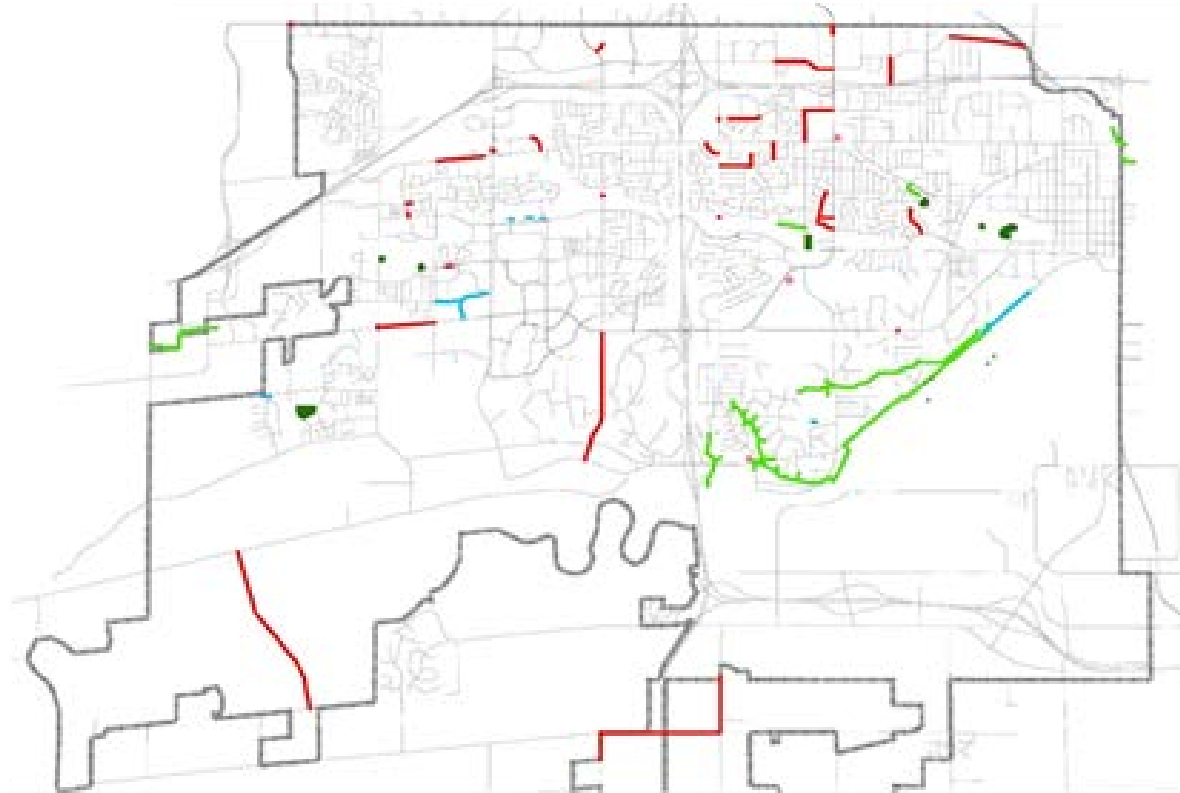
➤ All three data centers  
open up **6,500 acres**  
for future development

# 2019 Construction Projects: \$64,895,474

## 2020 estimate: \$65M

### Legend

	Facility
	Bridge
	Fiber
	Park
	Pavement
	Road
	Sewer
	Stormwater
	Subdivision
	Trail
	Water



# Collaboration (28E agreements)

- Wastewater Reclamation Authority (WRA) – Middle Creek Trunk Sewer Extension (joint project)
- Des Moines Municipal Housing Agency – Section 8 Housing
- Metropolitan Advisory Council (MAC) – Mutual Aid Assistance/Homeland Security Services
- City of Clive – Clive Relocating from Westside Fire Station
- North Raccoon River Watershed Management Coalition Authority

**TOTAL NUMBER OF 28E AGREEMENTS: 167**

2019: Restructure of MPO (Executive Committee and Policy Board)  
Regional Water Production discussions

# Traffic Management

## Adaptive Traffic Control Systems

Installed at **94 of 119** locations:

- 50<sup>th</sup> Street & 60<sup>th</sup> Street
- University Avenue
- Grand Prairie Pkwy Interchange
- Jordan Creek Pkwy
- Mills Civic Pkwy
- Valley West Drive
- 22<sup>nd</sup> Street and 1<sup>st</sup> Street
- Grand Avenue Interchange
- East Area – Grand Ave/Railroad/8<sup>th</sup> Street
- Jordan Creek Town Center – EP True Pkwy/68<sup>th</sup> Street/60<sup>th</sup> Street (Spring 2019)
- Ashworth Road (Spring 2020)
- Adaptive System Expansion (Fall 2020)



# Traffic Management

On seven of the adaptive traffic control corridors, the before and after travel time studies indicate:

- **18% decrease** in travel time
- **49% decrease** in stops
- **47% decrease** in delays
- ✓ 80% of the project cost was funded by the Iowa DOT Clean Air Attainment Program
- ✓ Iowa Clean Air Attainment Program (ICAAP) funding:  
Over \$3.4 million for \$4.2 million in projects

# Public Safety: Police, Fire and EMS

---

WDM has **all three** (Police, Fire and EMS)  
nationally accredited.



Very few cities in the U.S.  
have this distinction

Purchased Emergency Vehicle Preemption Equipment

# Human Services Department

- ❖ Only City in Iowa with a Human Services Dept.
- ❖ 12,887 volunteer hours
- ❖ Holiday assistance: 518 households
- ❖ 1,132 households accessed the clothing closet and food/personal pantry
- ❖ Over 18,418 rides provided through the transportation program.
- ❖ Total number of WDM households helped: 1,906
- ❖ 67 students attended English as a Second Language (ESL) classes
- ❖ 9 students passed their High School Equivalency test (HiSET)



# Awards and Recognition

- *MONEY Magazine* named West Des Moines as the **#1 Best Place to Live in Iowa** and **#37 Best Place to Live in America**.
- Ranked **#1 Most Diverse Suburb in Iowa** by *Niche.com*.
- Ranked as one of the **Top 100 Places to Live** in the U.S. by *Livability.com*.
- Ranked **#1 as the Best Place for Millennials** in the Des Moines area by *Niche.com*.
- Ranked **#2 Best Small City to Retire** in the nation by *Movoto.com*.
- Ranked **#8** nationally for **Citizen Satisfaction** in a *Gallup-Healthways* survey.
- One of the **Top Ten Best Small Cities for Education in America** by *Movoto.com*.
- **The Best City Government Conducive to Business** for the **21th year in a row** by the *Des Moines Business Record*.

# Awards and Recognition

- *U.S. News & World Report* ranked the Des Moines metro as the **#4 Best City to live in America**.
- Chicago Parent ranks the Des Moines metro as the **#5 Family-friendly Places to Visit in 2018**.
- *Forbes* named the DSM/WDM Metro area the **#1 Area for Young Professionals** ages 24-34 who hold a bachelor's degree or higher.
- The DSM/WDM Metropolitan has been ranked **#4 in the nation for Best Metros for Millennial Homebuyers** by the National Association of Realtors.
- *Policom Corp*, an economic research firm, named the DSM/WDM Metro **#1 in Economic Strength** among metropolitan areas.
- The DSM/WDM Metro was named **No. 1 in Best Medium-Sized Metro Areas for Homeownership** by the *NerdWallet Finance Blog*.

# Strategies

---

1. Top leaders work together (WestLAB)
2. WDM is financially strong and solvent
3. Quality of life is the North Star
4. Leader in sustainability
5. Double down on technology
6. Develop, retain and attract the world's best workforce

# Other planning efforts

- ✓ Strategic Action Plan
- ✓ Comprehensive Plan Update
- ✓ Housing Needs Assessment
- ✓ Updated WDM Economic Development Plan



# Citizen involvement

**WDM**  
**2036**

Visit our website at  
**[www.wdm.iowa.gov](http://www.wdm.iowa.gov)**

